

EXHIBIT 84



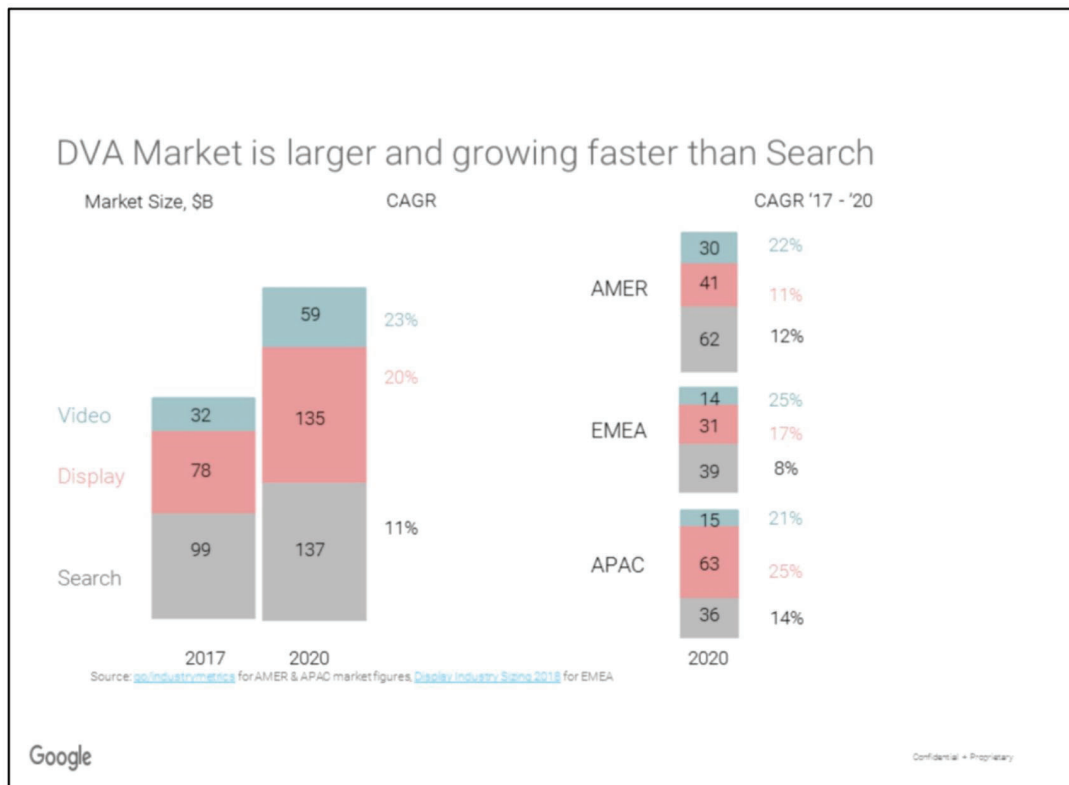
Google Display & Video Ads Market Share

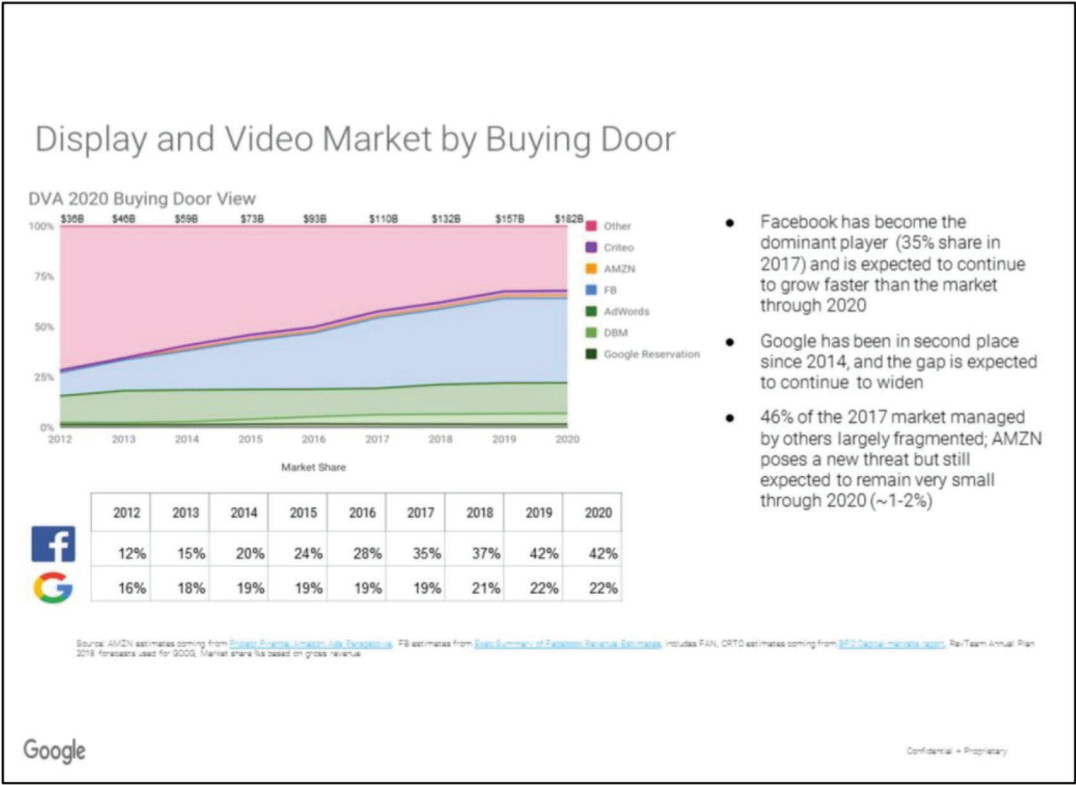
Global GTM

January 2018

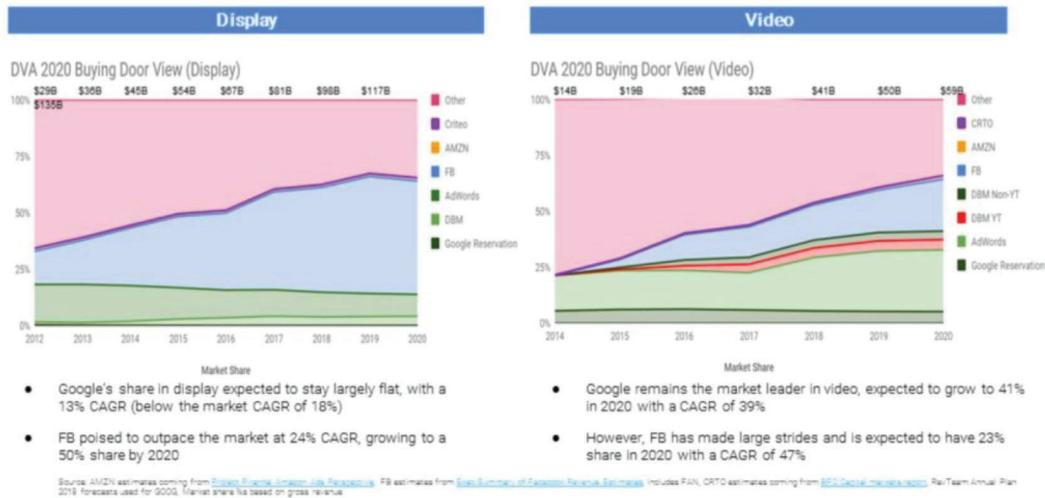
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Display & Video Markets separated



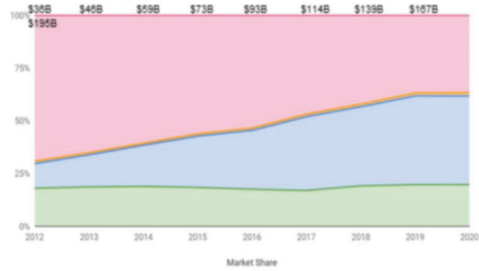
Google

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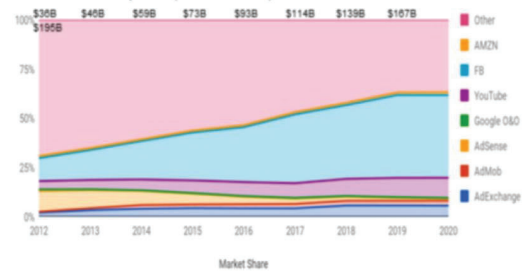
Inventory view of market

Since 2012, Google hasn't meaningfully increased its share of inventory

DVA 2020 Inventory View



DVA 2020 Inventory View (GOOG Detailed)



Source: AMZN estimates coming from [Amazon Prime Video Revenue](#); FB estimates from [Facebook Revenue Estimates](#); includes F&N, CRTD estimates coming from [BPS Capital Markets Report](#); ReTeam Annual Plan 2019 forecasts used for GOOG. Market share %s based on gross revenue

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Id	Date	Text
1	02/09/2018 08:11:04	+1 We may want to include the share of wallet work when talking about access (the work Sofia is driving with OPG) as network inventory grows every year.
1	02/09/2018 17:13:39	how is this being defined/calculated?
1	02/09/2018 17:13:39	For FB we are including O&O and FAN (from analyst estimates), for GOOG we are taking actuals from our sell-side products and forecasts from RevForce team Thanks Chris, I'm not familiar with the share of wallet work but will reach out to Sofia
<div>Google</div> <div>Confidential - Proprietary</div>		

Appendix

Buying Door	CAGR	
	2012->2017	2017->2020
Google Reservation	31%	17%
DBM	68%	26%
AdWords	25%	26%
GOOG	31%	25%
FB	42%	27%
AMZN	23%	32%

Selling Door	CAGR	
	2012->2017	2017->2020
AdExchange	46%	32%
AdMob	71%	24%
AdSense	-4%	-10%
Google O&O	7%	10%
YouTube	41%	33%

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All work and sources are listed in Display 2020 Working Trix